

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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| <b>Applicant(s):</b> Lawrence Morrisroe et al. | <b>:</b> | <b>Group Art Unit:</b> 3622               |
| <b>Serial No.:</b> 10/696,295                  | <b>:</b> | <b>Examiner:</b> Yehdega Retta            |
| <b>Filed:</b> October 28, 2003                 | <b>:</b> | <b>Attorney Docket No.:</b> 085804.010801 |
| <b>For:</b> METHOD AND SYSTEM FOR              | <b>:</b> |   |
| CREATING, SERVING AND                          | <b>:</b> |   |
| TRACKING ADVERTISEMENTS                        |          |   |

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**ELECTRONIC MAIL CERTIFICATE**

Date of Deposit: July 1, 2011

I hereby certify that the following attached paper(s) and/or fee

- (1) Issue Fee Transmittal (PTOL-85).

are being transmitted electronically to the United States Patent Office on the date indicated above.

Respectfully submitted,  
**GREENBERG TRAURIG, LLP**

/Christine Lucas/

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Dated: July 1, 2011

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